



**PAMIBIA UNIVERSITY
OF SCIENCE AND TECHNOLOGY**

FACULTY OF HUMAN SCIENCES

DEPARTMENT OF COMMUNICATION

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| QUALIFICATION: BACHELOR OF COMMUNICATION HONOURS | |
| QUALIFICATION CODE: 08BCOH | LEVEL: 8 |
| COURSE CODE: PCC 811S | COURSE NAME: PUBLIC COMMUNICATION |
| SESSION: JULY | PAPER: THEORY |
| DURATION: 3 HOURS | MARKS: 75 |

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| SUPPLEMENTARY / SECOND OPPORTUNITY EXAMINATION QUESTION PAPER | |
| EXAMINER(S) | DR. C. PEEL |
| MODERATOR: | PROF. J. KANGIRA |

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| INSTRUCTIONS |
| <ol style="list-style-type: none">1. Answer THREE (3) questions only. Question 1 is compulsory.2. Write clearly and neatly.3. Number the answers clearly. |

THIS QUESTION PAPER CONSISTS OF 2 PAGES (Including this front page)

Question 1

25 marks

- (a) Give an account of how web technology has changed, and is changing the conduct of public communication globally. (12.5 marks)
- (b) Sir Tim Berners-Lee's design of the World Wide Web as a repository of knowledge to be accessed cost-free has been betrayed. Do you agree or disagree with this statement? Give reasons for your answer. (12.5 marks)

Question 2

25 marks

With the use of examples from your local context, critique the use of the following persuasive techniques in political communication:

- (a) Fear
- (b) Slogans
- (c) Emotional Appeal
- (d) Glittering generalities
- (e) Bandwagon

Question 3

25 marks

Evaluate the validity or otherwise of the following statement from your perspective, giving examples from the Namibian context:

"Politics and ethics belong to different realms. Ethics is primarily for private life. In politics, what counts is *power*. Real rules of power have little to do with morality".

Question 4

25 marks

Analyse the role of the mass media and its "watchdog function" in promoting and defending democracy. In your opinion, does the "watchdog function" ensure fair coverage of issues at all times?

Question 5

25 marks

You are the corporate communication officer of a banking institution. You have been invited to give an inspirational talk to a community of People Living With HIV-AIDS who have benefited from one of your funded projects.

- (a) Write a speech (approximately two pages long) appropriate for that audience [12.5 marks]
- (b) Explain the discursive strategies that you have used in your speech to communicate your message. [12.5 marks]

End of Examination

Total: 75 marks